

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



A335.8  
R88  
Cp2

AUGUST  
1961

# Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION

• U. S. DEPARTMENT OF AGRICULTURE

## *Keeping Warm in Wisconsin*

Page 14

CLAY ELECTRONICS  
TRAINING PROGRAM

Page 7

## **USDA Builds Strong RAD Organization**

Page 3

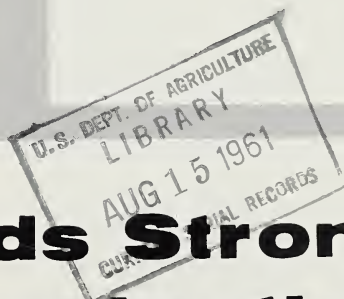
## **FHA Gets Broader Lending Authority**

Page 6



## *Nodak Promotes Home-Grown Industries*

Page 9





## *A Message from the* **ADMINISTRATOR**

The Congress, REA, and its borrowers all recognize the necessity for establishing sound and fair policies governing the use of borrowers' general funds. I know that many borrowers are giving careful thought to this matter, and, later this year, REA expects to provide a general funds formula to enable borrowers to meet the needs of their members within the framework of public policy. Thus far, our thinking is along the lines of the following table of priorities for the use of general funds.

1. *Working capital.* This is money needed for routine cash expenditures—generally 1½ months' average operating expenditures—and it should be immediately available.

2. *Renewal and replacement of plant and contingencies.* These funds should be liquid. Amounts should be based on a sensible plan and a realistic determination of the needs of each system. The 2 percent Treasury Bonds—REA Series—are an appropriate place for these funds.

3. *Advance payments.* The steadily rising prepayments on debt by REA borrowers are one of the most highly commended aspects of the whole program. Let's keep them up, aiming at least at a 2-year cushion of advance payments.

4. *Capital credits and/or rate reductions.* It is one of the aims of our programs that the resulting financial benefits be distributed among rural people as widely as possible. Reducing rates is one way to do this. Retirement of capital credits is another. In taking either course, it is important for the borrower to make sure it can continue to pursue the path it has started.

5. *Additional funds.* Money not needed for the above purposes should be available for additions to plant or still more advance payments.

On some of these purposes REA has in the past made specific recommendations; on others, we have not. To put them all together in the proper proportion is our job now so that we can get a general approach which meets both the needs of our borrowers and the requirements of sound public policy.



Administrator

## Rural Lines

*June E. Panciera, Editor*

*Contributors to this issue: Hubert Kelley, Jr., Robert Patrick, Bernard Krug, Louisan Mamer, Barton Stewart, Jr.*

Issued monthly by the Rural Electrification Administration, U. S. Department of Agriculture, Washington 25, D. C. Subscribe to this publication from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price \$1.50 a year; foreign \$2.00 a year; single copies, 15 cents. Use of funds for the printing of this publication has been approved by the Director of the Bureau of the Budget, January 31, 1960 • Vol. 8, No. 3.

# USDA

**builds strong**

# RAD

**organization**

**B**OTH the U. S. Department of Agriculture and REA have set up new plans of organization to make certain that the Rural Areas Development Program will be of effective help in creating more economic opportunity in farming communities.

The USDA organizational plan has three levels: Federal, State, and local area.

On the national level, Secretary of Agriculture Orville L. Freeman has established an Office of Rural Areas Development (ORAD), headed by Dr. Turley Mace, veteran agricultural economist. The new office will operate under the general policy direction of the Rural Areas Development Board, which is chaired by John A. Baker, Director of Agricultural Credit. The Board now includes representatives of 12 USDA agencies, including REA and ORAD.

Under the USDA program, REA has been assigned responsibility for stimulating the development of local industrial, commercial, and agricultural enterprise in the service areas of its electric and telephone borrowers.

Commenting on the RAD Program, Dr. Mace said: "Our general purpose is, where appropriate, to see that resources are utilized, to train people in new skills according to their aptitude, to teach and to improve capabilities, and to see that leadership is available. The problems of rural economic stag-



*Dr. Turley Mace*

nation are so deep-seated that a workable program must attack many problems simultaneously—and in depth."

Dr. Mace also announced that the Department of Agriculture will be responsible for certain activities under the rural portions of the new Area Re-development Act, Public Law 27. This Act authorizes loans in depressed areas for the acquisition of industrial sites and for the construction of industrial buildings, as well as loans and grants for public facilities needed for industrial uses. Dr. Mace pointed out, however, that "because of the limitation of loan funds within Public Law 27, the



loans will be confined to a relatively small number of counties—perhaps 300 to 500—which are the most impoverished. For the most part, these counties will be in the southeast, where poverty is more extreme, but a few counties or areas will be designated in every State in the Nation.”

On the State level, extension directors have been given responsibility for organizing State Rural Areas Development Committees. Each State Committee will be composed of civic and agricultural leaders, including representatives of State and community organizations and State and local governments. Federal employees will not be included in the membership of State Committees, although they may serve in an advisory, *ex officio* capacity. Field employees of USDA agencies will serve on State Technical Advisory Panels, and they will be on call to furnish the State Committees with any advice or assistance for which their training and experience has qualified them. Each technical panel will be headed by the State Director of the Farmers Home Administration. In most States, an REA field representative already has been designated to serve on the technical panel.

At the next level, USDA has recommended that State RAD Committees assume leadership in forming Area RAD Committees. It is expected that each area will be comprised of one or more counties, which, taken together, form a marketing or trading area.

REA Administrator Norman M. Clapp said he expected that both REA electric and telephone borrower representatives would be included in the membership of State Committees, and that they would be included in even larger numbers in local area committees.

“Within USDA,” Mr. Clapp explained, “REA is a member of the Rural Areas Development Board. In

each State where we have borrowers, an REA field representative will be a member of a technical advisory panel and at least one REA borrower representative should be on the State Committee. In local areas, our borrowers will be active in serving on area RAD committees, and all REA field personnel will be available to offer technical advice and assistance.”



*Richard M. Hausler*

Within REA itself, Mr. Clapp also established the agency's own Rural Areas Development Staff, appointing as its director Richard M. Hausler, former executive secretary of Rural Electric Consumer Publications Cooperative.

The new REA staff will provide technical help in organizing local plants and industries and will give assistance in financing the necessary electrical machinery. Under Section 5 of the Rural Electrification Act, REA will make loan funds available to its electric borrowers to finance the purchase and installation of electrical equipment, including machinery, for industrial, commercial, and agricultural enterprises within their service areas.

Serving under Hausler, as heads of three units of the RAD staff, are Hugh B. O'Hara, program development and loans; Harold A. Whittle, technical assistance; and John H. Myhre, operations. All were moved from other REA positions to their new posts.

After only a few days on his new job, Hausler reported that "interest in the new program is running high among REA borrowers and many are requesting information on applying for electrical equipment loans."

Administrator Clapp had a word of caution for REA borrowers, however. He emphasized that the agency has no intention of competing with other types of financing organizations, whether public or private, in making electrical equipment loans.

"As I see it," he said, "REA's role and that of its borrowers is to fill any genuine gap in the credit field on electrical equipment. Credit available elsewhere to business concerns certainly should be utilized."

At its annual field conference, held this year in June in New Orleans, REA briefed its field staff on the new RAD Program and announced field assignments in State panels.

The following field representatives in REA's electric program have been designated as representatives on State Rural Area Development panels: ALASKA—Ralph M. Mills; \* ARIZONA—Frederick K. McQueary, Box 68, Stafford; ARKANSAS—Louis Gittleman, 4018 Hillside Dr., N. Little Rock; John P. Spielman; \* FLORIDA—Earl Lynch, 1320 River Oaks Rd., Jacksonville; ILLINOIS—Dean F. Coffman, 3 Illini Dr., Decatur; IOWA—Arthur Myers, P. O. Box 536, Cedar Rapids; KANSAS—Bernard B. Bliss, 22 W. 25th Ave., Hutchinson; KENTUCKY—Odea Evans, 804 Nutwood Ave., Bowling Green; MAINE—Ralph L. Shangraw, P. O. Box 106, Concord, New Hamp-

shire; MICHIGAN—Leo A. McCarthy, Rural Route 2, Ludington; MINNESOTA—Howard Frederickson, P. O. Box 864, Mankato; MISSISSIPPI—James W. Black, P. O. Box 2147, Jackson; MISSOURI—Asa J. Rowden, 1240 E. University St., Springfield; NEW MEXICO—James R. Gattens, 3524 Katherin Ave., S. E., Albuquerque; NORTH CAROLINA—William Shertzer, 2740 Layden St., Raleigh; OHIO—William M. Imwalle, 2354 Beechmont Ave., Cincinnati; OKLAHOMA—Robert E. Good, R. 1, Box 218, Oklahoma City; OREGON—Harry Reising; \* PENNSYLVANIA—Frank M. Helring, 1063 N. Nelson St., Arlington, Virginia; SOUTH CAROLINA—David H. Millar, 716 Jansen Ave., Cayce; SOUTH DAKOTA—Donald Hase, 50 11th St., S. W., Huron; TENNESSEE—Elmer A. Corum, P. O. Box 232, Nashville; TEXAS—Louis A. Sprain, Jr., 1307 La Porte Dr., Waco; UTAH—Edward Kipp, P. O. Box 10, Sugarhouse Sta., Salt Lake City; WASHINGTON—Fred Hartt, Apt. 905-B, Nettleton Apts., Seattle; WISCONSIN—Robert Morris, 141 12th St. S., Wisconsin Rapids; WYOMING—M. E. Cadwallader, Box 713, Riverton.

The following panel representatives are in REA's telephone program: CALIFORNIA—Clifford H. Goetting, P. O. Box 305, Davis; IDAHO—Silas Stone, P. O. Box 776, Salt Lake City, Utah; INDIANA—Owen A. Jessup, P. O. Box 82, Danville; LOUISIANA—Earl Patterson, Box 1081, Baton Rouge; MONTANA—Pete Schwan, 41 Beaver Creek Blvd., Havre; NEW HAMPSHIRE—Herman A. Kruger, 7 Langdon Ave., Exeter; NEW JERSEY—Joseph J. Pilch, P. O. Box 96, Bloomsburg, Pa.; NEW YORK—Lewis A. Chaney, RFD #3, Box 275, DuBois, Pa.; VIRGINIA—William B. Bridgeforth, 2102 Rivermont Ave., Lynchburg.

\* Headquarters not yet established.

# FHA Gets Broader Lending Authority

An important new tool has been added to USDA's Rural Areas Development program. Under new housing legislation, families living in rural areas, even though not engaged in farming, may now be eligible to borrow money from the Farmers Home Administration. Housing loans will be made to construct, repair, and remodel dwellings and essential farm buildings. Title VIII—the farm housing section—of the omnibus housing bill, which was recently signed into law by President Kennedy, extends the lending authority of the FHA and makes approximately \$430 million available for these loans over the next 4 years.

Secretary of Agriculture, Orville L. Freeman said of the bill, "The new lending authorities fill a real housing credit vacuum for many families who live in rural areas and who are not served by other housing programs and who cannot qualify for credit from conventional sources. The expanded rural housing program will help these families obtain adequate homes and create a healthy environment for raising their children.

"This program," Freeman continued, "will also provide funds for greatly increased building in rural areas, resulting in more jobs, increased production and sales of building materials, and greater financial resources for entire communities.

"In enlarging this program we are building on a sound foundation. Since 1949, the Farmers Home Administration has made farm housing loans totaling \$300 million to 44,000 farm families. The repayment record on these loans is excellent. Losses written off to date total only about three one-hundredths of one percent.

"We are also looking forward to more improvements in the farm housing field in the years to come," The Secretary further stated. "The new legislation authorizes extensive research in farm housing needs, design, and construction. We are directing the staff concerned to give prompt consideration to how this section of the new law can be fully utilized."

The bill marks another advance in housing legislation by authorizing the Farmers Home Administration to make small improvement loans without taking mortgages on the farm for security, and permitting it to make farm housing loans without a mortgage on the entire farm, thus cutting down loan closing costs and speeding up loan making. Under certain circumstances the bill permits building loans to be made to lessees of farms.

The legislation further authorizes the Farmers Home Administration to insure loans for housing and related facilities for domestic farm labor. These loans may be made to farm owners, associations of farmers, State and local government units, and nonprofit associations.

Funds for insured loans will be provided by private investors. The Farmers Home Administration will make and service the loans and insure their repayment. The total volume of insured loans may not exceed \$25 million in any one year.

County offices of the FHA will handle applications for loans. To be eligible, an applicant must own a farm or housing site in a rural area; be without decent, safe, and sanitary housing; be unable to obtain needed credit from other sources; and be without sufficient resources to provide necessary housing on his own account. He must also have sufficient income to meet payments on existing debts, take care of his other expenses, and make payments on the proposed loans when they come due. The loans bear 4 percent interest and are repayable over periods up to 33 years.

FHA housing loan funds may also be used to provide necessary wells and pumps for farmstead and household water.





*A. G. "Pat" Loudon, General Manager, and A. E. "Bud" Anthony, power use and public relations, discuss Clay Electric's personnel training program aids.*

## Clay Molds Employees

**T**HE Clay Electric Cooperative at Keystone Heights, Florida, connects an average of 125 new consumers each month; many of them are seasonal residents. This poses special public relations problems for the co-op, since members' impressions may be formed through a single visit to the co-op office or a social contact with a co-op employee.

Presently, Clay Electric, which is in the north central part of Florida, serves nearly 18,000 consumers on about 4,000 miles of line over a 5,500-square-mile area. There are about 65 lakes in the district, many surrounded by summer cottages. New residents have been migrating to the State at the rate of about 2,800 a week for the

past 6 years, and many have settled in Clay Electric's territory.

A.G. "Pat" Loudon, manager of the co-op since 1941, had long felt that personnel training was the most direct route to good member-employee relations. His idea was to see that each of the 155 employees in the cooperative's 10 departments be thoroughly trained in his own particular job and, further, that he be given a good working knowledge of the whole cooperative operation.

In 1958, with the cooperation of his board of directors, he inaugurated an intensive training program. A.E. "Bud" Anthony, power use and public relations head, was named to direct and supervise it. Classes are held once



*Personnel training courses at Clay Electric Cooperative teach each employee the value of good public relations with their members and with the community.*

a week during office hours and include such subjects as how an organization is managed, responsibility of supervisors, how to get along with other employees, and many others. Each subject is covered in a series of lessons which are assigned to "students" each week.

In addition to these classes, each department head conducts a meeting with the members in his department each month. Programs of these meetings stress employee relations with consumer-members, the general public, and each other. A special feature of the meetings is a guest appearance of an employee from another department to explain the work of his department and his part in it. This feature is designed to help all employees to more fully understand the entire cooperative's activities. It also helps the speaker to clarify his own position in

the organizational setup and improves his ability to talk publicly.

The department heads meet with Loudon every 2 weeks to report on the progress of the program, plan future departmental activities, and discuss problems and suggestions brought out at previous group meetings.

Loudon says that personnel training helps impress on the employees that the consumer is the owner of the business and, as such, is entitled to every possible consideration.

"I believe we have the most closely knit organization I have ever seen," claims Loudon. "Our training program has paid off in a personal spirit which is strongly reflected in the employee's working relationships and their contacts with consumers." If any other co-op manager were to ask Loudon what he felt was the most important aspect of his job, it's almost certain he'd say "personnel training."



# Nodak Promotes Home-Grown Industries

EVERYONE at the Nodak Rural Electric Cooperative promotes rural development—and what's more they've been doing it since the 40's. Manager Jim Coleman and the Nodak board of directors feel that home-grown industries provide more work for local farmers and keep a larger share of North Dakota's products at home.

Coleman, Nodak's genial manager, has been with the co-op since it began. His management philosophy is teamwork and the delegation of authority. He hires responsible people and gives them the authority to act individually or in groups. All Nodak's linemen and most of the supervisory personnel were participants in a G. I. training program carried on after World War II. He feels, too, that the cooperative owes a large share of its success to its active, dedicated board of directors.

Participation in civic affairs helps keep the co-op's personnel abreast of rural area developments. Coleman; Dwayne Fossum, power use advisor; Jim Moe, engineer; Bob Saumur, assistant manager; and all the members of the board of directors belong to local Chambers of Commerce or industrial development organizations. Further, the crew foreman and office personnel are active in Junior Chambers, on school boards, and in many other civic affairs.

Nodak, formed in 1940 from a consolidation of four small co-ops (one each at Grand Forks, Grafton, Hillsboro, and Whitman), is located at Grand Forks, which it does not serve. (Before the consolidation, Coleman was manager at Hillsboro.) Its area

runs from the Red River on the east to just past Devil's Lake 120 miles away on the west. It goes north 90 miles to the Canadian border and its southern extremity is 60 miles south of Grand Forks.

Nearly two-thirds of Nodak's area is in the rich agricultural land of the Red River Valley. This is excellent potato, sugar beet, and small grain territory. In fact, North Dakota is second only to Maine in potato output and it is the only State in the Union where sugar beets are raised without irrigation.

Nodak's 1940 total of 860 consumers had grown to nearly 9,100 by the end of 1960, and where the original group was mostly rural people the later total includes a number of lucrative industries—many processing home-produced agricultural items. Over its 5,600 miles of line, it serves 31 small towns, 430 small commercial accounts, 125 churches, 261 schools, 110 large commercial accounts, and an airbase, plus 7,464 rural people. The largest building in North Dakota—the Strategic Air Command composite building—is located on the airbase. The airbase makes up about 20 percent of the co-op's total load.

The first new rural industry to locate on Nodak's lines became a member in 1948. It is a factory which makes potato flour from locally-grown potatoes for use by bakeries, in soups, etc. It ships its products all over the world, and in its best year processed 48 million pounds of potatoes.

The second big local industry that grew up on Nodak's lines is a plant making chemical fertilizer, insecti-



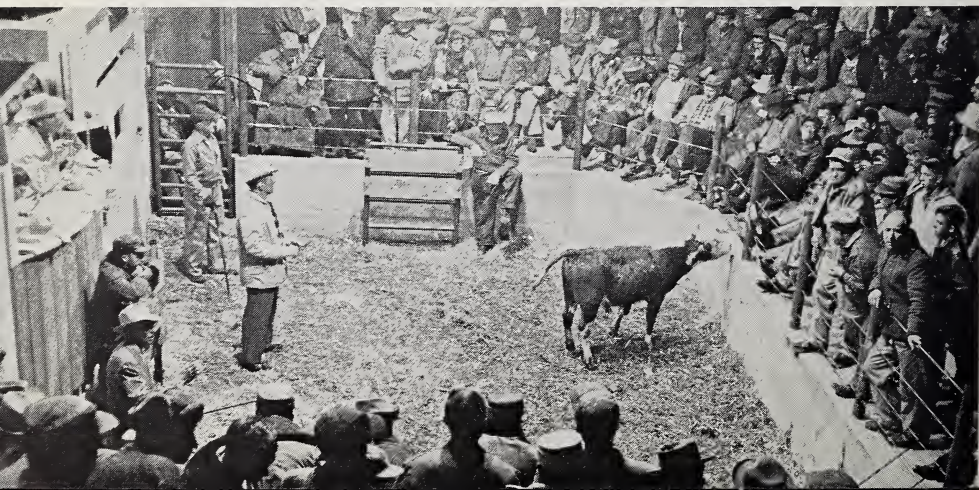


*Left. Nodak electricity powers the motors which operate this gravel pit. Left below. Nodak also serves many grain elevators.*



*This school at the Grand Forks area. The two percent gross receipts tax.*

*Hereford calf is auctioned at livestock sales pavilion near Devil's Lake, North Dakota. Nodak's lines provide electric power for this enterprise.*







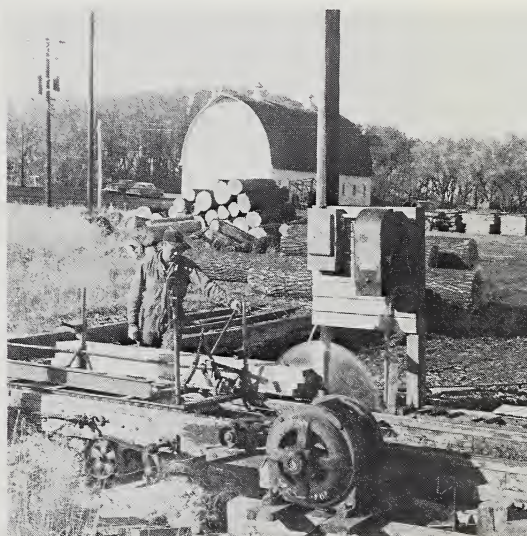
*...makes chips from home-grown potatoes.  
...ota's crop is second only to Maine's.*



*...is one of the 261 in Nodak's service area.  
...d by Nodak helps to finance local schools.*



*Nodak serves this television tower—  
the tallest one in the State.*



*Above. Sawmill, run by Nodak  
member, makes fence posts from local  
cottonwood. Barn in background was  
converted to lathe. Left. Another local  
industry manufactures farm machinery.*





*This chemical fertilizer and insecticide plant—one of the first commercial accounts Nodak served—has branched out into metal quonset house construction.*

cides, and herbicides. This business has been so successful, it has branched out into metal-house production.

Sometimes farmers come to Nodak with full blown ideas for businesses they can develop part-time on their farms. Such was the case with Theodore Matejcek, a Nodak member who decided to build prefabricated houses on his farm after the crops were in. Matejcek builds the entire house, delivers it to the buyer, and guarantees it will be in perfect condition when it reaches the buyer's foundation. He will build to the buyer's plans where the buyer desires, but he designs most of the houses himself.

Several years ago, the Grand Forks Chamber of Commerce set up an industrial development committee composed of about 20 to 25 of its members. Coleman is a member of this committee and 2 years ago was its chairman.

Three years ago, five members of the industrial development committee formed an industrial foundation. Coleman is chairman of this organization which raises money and provides incentive for industry. The founda-

tion stresses three points to potential industries.

1. They must start out with adequate initial and operating capital.

2. They must be certain of a market for their products.

3. They must have careful organization with good management. The success or failure of a new business often hinges on management.

Recently the industrial foundation raised the funds to purchase stock to help locate a 5-million-bushel grain storage terminal. The terminal has 500 hp of electric motors powered by Nodak electricity. The foundation insists that one of its members sit on the board of organizations where substantial financial investment has been obtained from local businessmen.

The industrial committee of the Chamber of Commerce and the industrial foundation work closely on area development. Currently, they help about 30 businesses a year with site selections, advice, information on facilities, etc.

In addition to their other activities, Nodak personnel take an active inter-



*Nodak's two Jims, Coleman (right) and Moe are enthusiastic workers. Their inspired leadership has contributed heavily to development in the co-op's area.*

est in the Agricultural Industrial Development Corporation (AID) sponsored by the two leading power companies and the power cooperative (Minnkota). AID has been in existence for about 5 years. Each year it sponsors a manufacturer's show featuring area-produced products. It helps advertise and sell home-produced goods.

Further, the cooperative helps support the Greater North Dakota Association (GNDA), which holds an annual inventors' congress. These congresses, which have been held during the last 4 years, run 3 or 4 days and are open to any inventor for display and to the public for viewing. New inventions need not be patented to be shown. Patent forums are held and patent attorneys are available for counsel. A number of new farm equipment items have resulted from these congresses. Important among these have been automatic hitches for plows, new types of potato machinery, culti-

vators, and hay handling equipment. In some cases, new companies have been formed to manufacture newly-invented items.

Two of Coleman's most active lieutenants are Moe and Saumur. They work closely with potential new business prospects; they show them available sites, recommend electrical installations, quote power rates, and stake out wiring. In some cases they install electrical equipment and, at times, the cooperative makes electrical equipment loans.

It has been through endless and untiring services such as these that Nodak has helped locate in its area such diverse businesses as potato washing and packaging plants, a livestock auction mart, a gravel supply company, a TV station, and many others.

Coleman says, "As in everything else, teamwork is the major force to effective rural area development. And on a par with teamwork is personal contact. It is a must."

# KEEPING WARM IN WISCONSIN

**I**F you owned a brand new house, would you turn on the electric heating system in the middle of June? That's what the Barron Electric Co-operative did at Barron, Wisconsin, and 3,000 people visited the model home in 3 days, to observe the advantages of electric heat in operation.

The co-op's alert board of directors, and its able manager, Otis G. Berger, worked with the University of Wisconsin, the Extension Service, the Office of Civil and Defense Mobilization, and with REA electric heating specialists in designing the home. They have produced a handsome eight-room structure, situated on a large lot near a busy highway between Rice Lake and Cameron. During the months of construction, the co-op invited its members to drop in at any time, to witness a "how-to-do-it" installation of electric heating equipment. The house is easy to get to—a fact attested to by the thousands of people who came, saw, and were convinced that all-electric heating is the ideal answer to rugged Wisconsin winters.

"We're not trying to tell people that this is the kind of house they should build if they want to heat electrically," Berger emphasizes. "What we want to do is to show electric heat under as wide a variety of conditions as we could build into one house. That's why we have the vaulted ceiling, for instance, and that's why we heated the basement. We also want to show other uses of electricity such as kitchen equipment, laundry equipment, and modern lighting."

The co-op will use the house to demonstrate electric heating for a year

or 2 and then will sell it to a co-op member. Even after the house becomes private property, the co-op plans to arrange mutually acceptable times—perhaps on weekends—to continue to show the house.

The insulation was designed to take advantage of electric heat's potentially high efficiency. The masonry walls were poured full of zonolite with 2 inches of styrofoam cemented to the walls. The lower level floor has a layer of styrofoam on the ground covered with polyethylene, 3 inches of zonolite concrete, and a finish layer of cement covered with floor tile. The upper level walls are lined with polyethylene film to prevent any moisture vapor from entering exterior walls. About half of the basement wall extends above the ground. Upstairs, the house has 4 inches of balsam wool blanket insulation in the walls and 7 inches in the ceiling.

The house features two types of electric heat: cable and baseboard units. Nearly 3 miles of heating cable is imbedded in the ceiling plaster of the upstairs rooms. Eleven baseboard units are installed in the basement rooms. Cutaway samples of both types of installation, plus a sample of the proper kind of insulation needed, are on permanent display in the house.

There is a picture gallery, too. One room is filled with photographs of the house in various stages of construction. Visitors may pick up free informational brochures in this room.

The house incorporates many unusual architectural features. Besides the high vaulted ceiling in the kitchen-living room end of the home, there is



*Mrs. Christine Durnin, co-op home-making adviser, checks bedroom ceiling insulation before heating cable is installed.*



an attractive corner fireplace in the recreation room, opposite a compact storage-wall designed to hold books, television and hi-fi equipment. All lighting switches are on a separate low-voltage circuit and can be located much farther from lights than can line voltage switches.

When the house was in the talking stage, the University of Wisconsin became interested in the project, through the local Extension Office. D. J. Stith, assistant professor of agriculture and engineering, was delegated to work with the co-op, and it was his design that eventually was accepted and constructed, with a very few minor changes.

At the same time, the Office of Civil and Defense Mobilization came forward with a proposition to incorporate a demonstration fallout and bomb shelter in the house. The OCDM proposed a shelter that could be used for several different functions: a storm refuge, a storeroom for garden vegetables and canned goods, a location for the electric water heater, storage of fresh water, the electrical load center,



*Workman pulls wire into junction box of livingroom cathedral beam ceiling.*



*Manager Berger proudly guides visitor through Barron's all-electric home.*

*Bomb shelter doubles as storage room for canned goods, tools, and bikes.*



and a hand pump for outside air supply. The co-op agreed to demonstrate the shelter to all visitors, at reasonable hours. The shelter was installed under the breezeway, between the house and the garage, and the co-op was reimbursed by the OCDM for the additional construction costs. Later, the Barron County 4-H Clubs equipped the shelter as part of their countywide project in civil defense.

Co-op home economics personnel worked with Kathleen Vanda, Barron County home agent, and other home demonstration specialists in the color planning and interior decoration of the house; furniture was loaned and delivered by local merchants.

Efficiency of electric heating will be shown by the detailed statistics the university engineers and technicians will compile from the house's power consumption records.

This model electric house is not the only member-service achievement of this forward-looking REA borrower. The co-op is also deep in an unpublicized but effective program of rural areas development.

Berger now serves as treasurer of the Barron Development Corporation, a local organization dedicated to bettering economic conditions and public facilities in Barron County. The co-op attorney, George Strang, is secretary. The co-op board president, Willis Jerome, is also on the board of Barron Memorial Hospital.

BDC was instrumental in starting the movement to build that 32-bed institution which opened 2 years ago. Before that, the nearest hospital was 12 miles away.

Popular local subscription raised \$165,000 for the hospital—the electric co-op contributed \$5,000, the largest single contribution—and the Barron City Council then voted a bond issue to raise the rest of the money. The co-op also bought \$1,000 worth of stock in a doctors' clinic in nearby Chetek.



*During construction,  
electrician staples  
nonmetallic sheathed  
cable to studding.  
Co-op's all-electric  
home contains 2,200  
sq. ft. of living  
space on two levels.*



"We may or may not get our investments back," Berger states, "but we are not too concerned, as long as we have helped the community. Our co-op feels that, since it is a member of the community, it is only proper to assist in developing that community."

Barron Electric Cooperative operates 1,900 miles of line and serves 7,000 members in five Wisconsin counties. Its progressive policies might well serve as models for other cooperatives, even as its electric house now provides a tangible model for its consumers' future electric heating.

---

## Graduate School Continues Accounting Courses

The USDA Graduate School is continuing to offer its three correspondence courses for REA electric and telephone borrowers. The courses were written by the Graduate School in cooperation with REA and are titled Basic Accounting, REA Borrower Accounting—Electric, and REA Borrower Accounting—Telephone. They were first made available in 1957 and 1958. To date, some 700 students have enrolled in Basic Accounting, 350 in Electric Accounting, and 220 in Telephone Accounting. The Graduate School reports that the number of completions has been "phenomenal" for correspondence-type courses.

REA Borrower Accounting—Electric has recently been revised to conform with the revision in the Uniform System of Accounts for electric borrowers.

For further information regarding any of these courses write: Graduate School, U.S. Department of Agriculture, Room 1031, South Bldg., Washington 25, D. C.

# Power Lines



## Spokane Co-op Members Meet

Nearly a thousand of the members of Inland Power and Light Co., of Spokane, Washington, live in the city most of the year, but belong to the co-op to get service at lake homes or cottages. Recently many of these part-time co-op members accepted Inland's invitation to attend a meeting in Spokane and hear a program designed especially for them. The program included a brief history of rural electrification, an explanation of co-op organization and operation, and a discussion of service and electrical use problems. The meeting was well received and a repeat was suggested.

## Michigan Promotes Cool Homes

To promote comfortable summer living, Fruit Belt Electric Cooperative, Cassopolis, Michigan, held a 2-day air-conditioning clinic at the Cass County Fair Grounds early this summer. The co-op and the Cass County Extension Service sponsored the event, which featured displays of leading brands of air-conditioners. As an incentive to buy during the 2 clinic days, members were offered a 20 percent discount.

## Indiana Users Get Refunds Plus

Boone County Rural Electric Membership Corporation of Lebanon, Indiana, arranged a double-the-refund

offer for its sixth annual patronage refund to members to celebrate the 25th anniversary of the first pole set on its lines. The refund, representing 29.1 percent of gross business in 1946, totaled \$51,910 which was distributed to 3,259 members. Further, local dealers contributed by offering a discount of up to 15 percent on the retail price of any piece of electrical equipment, if partly paid for by refund checks.

## Kids Compute Electric Bills

Arthur Dee Moore, an instructor who thinks applying mathematics to daily living makes studying more exciting, has taught his seventh grade students how to compute electric bills. Moore, a teacher at Jackson Elementary School, Jackson, Georgia, learned about electric rates and billing from the Central Georgia Electric Membership Corporation. The co-op furnished meter cards for the students, and Moore taught them how to figure kwh used and how to mark the cards. They also computed kwh used by common electric appliances based on national averages. The students estimated the amount of current used in their own homes, then compared their figures with the actual bill. In addition to mastering their arithmetic lesson, the students learned something about co-operative organization and the importance of rural electricity to the co-operative and to community life.



# New and Revised REA Bulletins . . .

## **New Bulletins:**

163-1 (6/6/61), "Operations and Maintenance Inspection Manual for Steam-Electric Generating Plants." This bulletin provides procedure for the inspection of steam-electric generating plants.

## **Revised Bulletins:**

44-5, 345-2 (5/22/61), "List of Authorized Independent Inspection Agencies (Timber Products)." A revised bulletin listing the independent inspection agencies which REA has approved to inspect poles, crossarms, and other timber products intended for installation on systems of REA electric and telephone borrowers.

20-6 (5/31/61), "Loans for Generation and Transmission." A revised bulletin describing REA loan policy concerning electric generation and transmission facilities.

321-2 (6/6/61), "Loan Security Requirements for Telephone Loans." A revised bulletin describing the minimum loan security requirements for REA telephone loans.

## **Supplements and Partial Revisions to REA Bulletins:**

5-1, 305-1 (6/2/61), "Joint Use of REA Borrowers' Facilities by Electric and Telephone Systems." A memorandum emphasizing the value of joint use as a technique for achieving area coverage for both electric and telephone service.

## **Texans Attend Poultry Clinic**

A clinic on what's new in poultry raising, drew a big Saturday crowd that nearly filled the National Guard Armory at Gonzales, Texas, early this summer. The all-day affair featured nationally known speakers, panel discussions, and equipment exhibits, climaxed by a barbecued chicken supper. Clinic sponsors included Guadalupe Valley Electric Cooperative, the Chamber of Commerce, and Gonzales poultry firms.

# COMING—

The September issue of Rural Lines will feature stories on the use of automatic data processing equipment by telephone borrowers to mechanize billing operations and facilitate direct distance dialing. Other telephone stories will also be included.

In October, the magazine will be devoted to the varied uses of electricity by public institutions: schools, churches, hospitals, libraries, recreational areas.

Presenting . . .

## The 1962 Electric Sales Promotion Calendar

### All Electric Home - Make it Gold Medallion

	J	F	M	A	M	J	J	A	S	O	N	D
Light for Living	•	•	•						•	•		
Electric House Heating	•	•	•	•	•	•	•	•	•	•	•	•
Electric Water Heaters		•	•						•	•		
All Electric Laundry			•	•					•	•		
All Electric Kitchen				•	•			•	•			
Electric Housewares					•	•					•	•
Air Conditioning					•	•	•					
Food Freezers					•	•	•					
Wiring - Year round	•	•	•	•	•	•	•	•	•	•	•	•

ELECTRIC INDUSTRY'S SALES PROMOTION CALENDAR

WILL YOU GET YOUR SHARE OF THE CONSUMER'S DOLLAR?

*It's up to you in '62!*

### All Electric Farming

EVERY FARM NEEDS ELECTRIC EQUIPMENT FOR EFFICIENCY AND PROFIT  
PROMOTE IT - BUILD LOAD

\* ADAPT PROMOTIONS TO:

THE AREA • THE SEASON • THE TYPE OF FARM

Check the following list - What are the needs?

JAN - FEB - MAR	APR - MAY - JUNE	JULY - AUG - SEPT	OCT - NOV - DEC
Farm Wiring & Lighting	Farm Wiring & Lighting	Farm Wiring & Lighting	Farm Wiring & Lighting
Water Heaters	Farm Water Systems	Barn Cleaners	Security Lighting
Space Heating	Automatic Waterers	Silo Unloader	Ventilation
Milkhouse	Milk Cooling	Bunk Feed Conveyors	Dairy Barn
Milking Parlor	Grain & Hay Driers	Hammer Mill	Poultry House
Farm Shop Equipment	Egg Cooler	Feed Mixer	Water Warmer
	Egg Washer	Elevators & Conveyors	Livestock
	Egg Candler		Poultry

Plan your 1962 farm and home power use activities around this all-industry calendar. All major industry promotions, including NRECA coordinated promotions, will be based on this calendar of the Inter-Industry Farm Electric Utilization Council.

